



OFFICE OF THE  
**SELECT BOARD**  
**TOWN OF MAYNARD**  
MUNICIPAL BUILDING  
195 MAIN STREET  
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Fiscal Year 2022 Goals  
Approved September 8, 2021

- i. Master Plan Implementation Committee (MPIC)**  
*Support the Master Plan Implementation Committee (MPIC) to develop strategies to encourage adherence to goals outlined in the town's Master Plan.*  
Strategies:
  - a. Meet with MPIC Chair at Select Board meeting for regular updates
- ii. Infrastructure**  
*Support the increase of the public's awareness to the conditions of the town's infrastructure, specifically water and sewer systems, and strategies to improve the town's infrastructure.*  
Strategies:
  - a. Increase public outreach through a campaign with a slogan, public forum, and newspaper/Action Unlimited
  - b. Reorganize the Water/Sewer division webpage
- iii. Anti-Racism**  
*Develop a statement of the Board against acts of racism in the community and generally.*  
Strategies:
  - a. Draft Select Board Anti-Racism Statement
- iv. 63 Summer Street (ArtSpace Maynard)**  
*Develop a strategy to address the future relationship of the Board, and town, to the facility and functionality of 63 Summer Street.*  
Strategies:
  - a. Commission a property assessment
- v. School Committee relations**  
*Develop a stronger collaboration between the School Committee and Select Board.*  
Strategies:
  - a. Schedule a "five on five" joint meeting with the Select Board and School Committee to discuss shared goals and objectives
  - b. While recognizing importance of budget considerations, emphasize non-fiscal matters and topics of conversation, and identify areas where the boards can help each other.
- vi. Budget Analysis**  
*Develop methods of presenting the town's budget that describes the use of funds in an accessible manner for the general public.*  
Strategies:
  - a. Analyze spending in each department and compare budgets with other towns.
  - b. Identify common budget misconceptions and work to educate the public on the budget process
  - c. Consider the creation of a summary of trends as part of the town meeting warrant

**vii. Branding/Marketing Maynard**

*Support the pursuit of marketing the community to attract sustainability and prosperity.*

Strategies:

- a. Empower/Support the Economic Development Committee as they pursue a marketing project for the Town of Maynard

**viii. Public Services**

*Explore hiring additional town staff to assist with meeting community needs.*

Strategies:

- a. Consider hiring additional DPW staff to increase general town maintenance including parks, town properties, cemetery, etc.
- b. Consider hiring additional administrative support to assist with town committees

**ix. Naylor Court**

*Support initiatives to enhance and promote Naylor Court.*

Strategies:

- a. Support the Cultural Council in programming Naylor Court
- b. Explore moving the Farmers Market to Naylor Court

**x. Community Preservation Committee**

*Develop collaboration with the Community Preservation Committee.*

Strategies:

- a. Work with boards, committees, and staff to apply for CPC funds for appropriate capital projects
- b. Work with community groups to apply for a memorial for the early Native American residents of Maynard

**xi. Sustainability**

*Establish methods that institute considerations of sustainability in strategic planning.*

Strategies:

- a. Start a Sustainability Committee or re-activate the Green Maynard Communities Committee
- b. Review committee charges in other communities
- c. Encourage the consideration of sustainability by town departments and committees: Capital Planning Committee; Community Preservation Committee; Public Works; public safety; Cultural Council; School Committee; School Building Committee; Council on Aging, etc.

**xii. Powder Mill**

*Champion efforts to re-envision the Powder Mill Corridor.*

Strategies:

- a. Support grant applications to improve the corridor
- b. Consider supporting potential zoning changes to plan for community supported development